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OCTOBER 1954

The Modern Miracle: "The Moving Ways"

• It was away back in 1898 that the gifted, imaginative writer, H. G. Wells, in a book called "The Sleeper Awakes," wrote of a future city which transported the population with "moving ways." He lived to see that dream come true, for instance, in the escalators of London's "tube" railways. But he never did see anything so sleek, so smooth, so streamlined and so superlatively efficient as these new escalators of ours!

• There they go now, all the way from the Basement Store to the Eighth Floor, the results of months of work, of years of invention by designers and engineers, and not least, an expenditure approaching a million dollars by our Company in the interests of newer, easier, smoother floor-to-floor transportation for customers and staff—a capacity of 8,000 per hour!

• Now we can admire these "moving ways," so quietly yet powerfully working! Gleaming polished aluminum and stainless steel set off the glossy sheen of enamelled sidewalls . . . stairs which mysteriously arrive for us to step on, travel up or down, and just as mysteriously vanish as they let us step off . . . beautifully arranged fluorescent lighting! Uninterrupted travel up or down—good width of stairs so mother and child may ride together—wonderful!

• And, too, we see the old escalator being taken down and out—as the poet said, "Ring out the old, ring in the new." We salute the old for a good job well done over many years, and welcome the new as one of many innovations being made that go to prove We Do It Better at Eaton's!

Honoured In Ireland...

Our Past President, Mr. R. Y. Eaton (at right), who has been on a four-month trip through the United Kingdom and Europe with his wife, was honoured in his native town of Ballymena in mid-September when the town made him a "Free-man of the Town of Ballymena." The local paper, the Ballymena "Observer," reports that this signal honour to Mr. Eaton was bestowed in appreciation of his "deep and practical interest in Ballymena and his support and encouragement to the young people of the town." This is the second time in the town's history that this honour has been bestowed.



Forty-Five Years With Eaton's

JOHN WILLIAM AKER

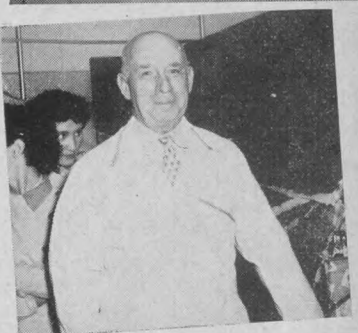
Born in Windsor (not Ontario, but Nova Scotia), the popular "Jack" Aker, department manager of M.O. Notions and Fancy Goods, has spent his long service in both the City and Mail departments about fifty-fifty, with time out from his City term to serve with the Canadian 37th and 67th Batteries of Artillery in the Great War in France, subsequently seeing action also in Russia, and sustaining leg wounds at Vimy Ridge.

On August 30 the department presented Mr. Aker with a power drill set, and in the evening a staff dinner was held in his honour, Mr. Scott Marshall officiating on both occasions. Many messages were received from out of town friends, and the procession of callers at his office was endless. In his 45 years Mr. Aker has served under all of the four general managers Winnipeg has had. Jack is a Young United Church member, active in Empire, Canadian, Canukeena and Outlook Clubs, plays golf at Niakwa, and likes looking after his lawns and motoring. All our best wishes that this happy activity will continue many years, Mr. Aker!

ALEXANDER CASSIE

Starting in the M.O. Transfer on September 11, 1909, Mr. Cassie, after three years, moved to the Photo Workroom for four years, and has followed through with 35 years in Basement Store Soaps. In the Great War he saw service for nearly three years overseas—going with the 203rd "Hard and Drys," and in France with the 8th Battalion; was wounded but returned to action.

The Cassies have a daughter, Evelyn. Mrs. Cassie was an English girl Alex met while in hospital in "Blighty." Photography and wood-working are his hobbies. The evening previous to his anniversary, friends from the Drug Department held a delightful surprise party for Alex at his home, bringing their own refreshments. During the evening, Mr. H. Green, on behalf of those present and other friends in the department, presented Mr. Cassie with a barometer. Next morning, on behalf of the Basement Groceries, Mr. G. B. Douglass presented him with sportswear and numerous personal gifts.

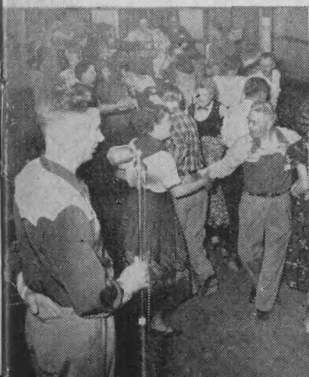


Forty Years With Eaton's

CHARLES JAMES (JIM) FISHER

Gravenhurst, in the English county of Bedfordshire, was the birthplace of this popular musical member of the Garage staff who joined Eaton's in that same department, August 31, forty years ago. Jim left Winnipeg in 1915 and went to England to enlist with the Royal Army Service Corps, mechanical transport, serving with the Imperial Army in East Africa.

Daughter Elizabeth (Betty) worked in the Adjusting Bureau and was overseas with the C.W.A.C. in the recent war. Son Charlie also enlisted and has stayed in the army as a career. Jim has played the euphonium as a bandsman in the 90th Regiment and in the Elks' orchestra for most of his life; likes all kinds of musical entertainment, and also likes gardening. An engraved wrist watch was the department's gift to Jim, and on the Thursday evening a stag was held in his honour by friends from Garage, Delivery and other staffs, when he received a further gift of a mantel clock-radio.



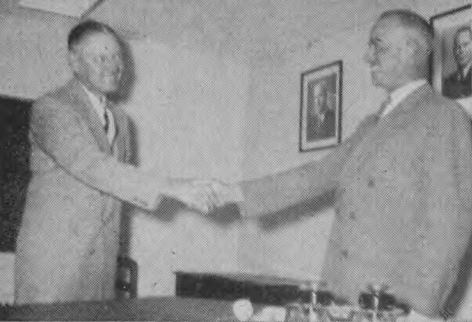
"The Alamo" Square Dance Club . . .

Will Open the Season at Their Old Home,
Scott Memorial Hall on Princess Street

MONDAY, OCTOBER 4th, 8 to 11 p.m.

for another gala season of lively dancing—square, round or what have you! As before, we will have that popular instructor, Mr. Ron Downie, who makes learning to square-dance a real pleasure. Special instruction will be given to beginners. A cordial welcome is extended to all interested. Spectators Always Welcome!

Get information or arrange registration at the Recreational Section, Employment Office, Second Floor, Store, or with Dance Committee members. Register Now!



TWO NEW QUARTER- CENTURY MEMBERS AT DAUPHIN



SAMUEL F. FREDERICKSON

(Shown at Left, above, with Mr. Heath, Store Manager)

Born in Glenboro, Manitoba, Mr. Frederickson joined the Winnipeg Basement Store on July 8, 1929; transferred to the Children's Footwear where he worked almost 16 years. Now manager of the Footwear Department, he has been in Dauphin Store for nine years, including time out for military service with the Army Service Corps.

His quarter-century-watch, club certificate and the President's letter were presented the morning of July 8. As that was early-closing day, an afternoon golf outing was arranged at Clear Lake, and in the evening Mr. Frederickson was feted at a banquet and social gathering.

Married to ex-Eatonian Betty Williamson (17 years in Dauphin Store), Mr. Frederickson has a son, Jackie, aged 7. For recreation he enjoys golfing and curling.

WALTER DRUMMOND FORDYCE

(Shown at Right, above, with Mr. Heath)

His anniversary with the Company falling on the Thursday half-day, August 19, fellow managers and Store colleagues rallied around and honoured Mr. Fordyce also at a golfing and dinner party at Clear Lake. Previous to that, Mr. Fordyce, who is assistant Store manager and department manager of Men's and Boys' Clothing, had been entertained at breakfast when he received the watch, certificate and the President's citation on joining the Quarter-Century Club.

Walter's service began in Winnipeg Basement Store, for over seven years, then over four years as Men's and Boys' Clothing manager at Brandon, and the past 13 at Dauphin.

Married to the former Jessie Arthur, who worked 13 years in Winnipeg Basement Store, Mr. Fordyce has three children, Wendie, 13; Warren, 11, and Vida, 5. His father, Albert Fordyce, was a well-known Winnipeg Eatonian and Quarter-Century member with 35 years' service. Walter is a member and past president of the Rotary Club; Rector's Warden and choir member of St. Paul's Church; member of Dauphin Boys' and Girls' Band committee, and interested in youth activities. He played hockey and softball in Winnipeg's Store leagues, and would like to convey greetings to Dan Tomes and the many other team-mates still with Eaton's.



Thirty-Five Years With Eaton's

J. LORNE ST. JOHN

Manager of Winnipeg and Western Division Stock Auditors, Lorne St. John was born at Ayr, Ontario, and has been associated with the Stock Audit for almost all his service. Previous to joining Eaton's he had served overseas as sergeant in the Dental Corps with the Canadian Army. His golf interests are at Motor Country Club, and Mr. St. John also likes woodworking and gardening. His anniversary date was August 25.

For the better and more restful contemplation of the results of his "green-thumb" work in his garden, Mr. St. John was the recipient of a set of garden furniture (complete with table and umbrella), presented to him by his department, Mr. E. Livingston making the presentation. To Mrs. St. John a bouquet of 35 roses was sent with the staff's compliments. From morning till closing time messages from all over the west, and visits from Winnipeg friends, kept Mr. St. John busy receiving good wishes and handshakes to mark this memorable day.

FREDERICK JOHN LATTER,

of the Furniture Stock Department, achieved the distinction of 35 years' Eaton service on August 11. A native of Tonbridge, Kent, England, Mr. Latter served for four years with the Army Service Corps and 11th Canadian Field Ambulance overseas in the Great War. Mrs. Latter was the former Jennie Grace Ross, of the Basement Store, and they have a son, John.

Previous to his leaving on vacation, a useful gift, a battery charger, was presented by friends on the Furniture floor; and he received numerous personal gifts. Following sports, doing some gardening, and also some water-colour art, keeps Mr. Latter actively occupied nowadays. Son John George, by the way, is well known around town as a first baseman in the Mercantile League.



MR. F. B. WALLS,
General Manager of Montreal Store and
Company Vice-President,
Celebrates 45th Year With Eaton's

Arriving from County Tyrone, Ireland, while still a young lad in 1909, Mr. Walls joined Eaton's as office boy and within two years was promoted to Sales statistical office work. In 1915 he enlisted and served in the Canadian 75th Battalion in France and Belgium and was wounded at the Somme. Later, when recovered, he flew with the Royal Air Force.

Soon after his return to work he became Merchandise manager of the Garment Departments. In 1925 was selected to be Merchandise manager of the new Montreal Store, and in 1936 became a Company Director. In 1938 he was made general manager at Montreal, and in 1942, an Eaton Vice-President. Very important work was assigned to Mr. Walls when the Government borrowed him from Eaton's in the late war, to operate with the Aircraft Ferry Command, and later as Dominion Government Wartime Co-ordinator of Textile and Clothing for Wartime Prices and Trade Board.

He received the insignia of Commander of the Order of the British Empire (C.B.E., civil division) at the hands of Viscount Alexander. Eatonians everywhere join in wishing the best to Mr. Walls on his forty-fifth anniversary!



Eaton's Softball League Winners



ROYALS—Left to Right—Back Row: Anne Boychuk, Vivian Christopherson, Othella Webb, Betty Wonsowich, Danny Herring (coach), Pauline Wilchuk, Loraine Vielfoure, Anne Miklovich, Esther Bjorklund, Ruby Fraser. Front: June Herring, Lucille Douville, Captain Norma Thorsteinson, Manager Edna Johnson, Aileen Simpson.

ROYALS WIN GIRLS' LEAGUE

The Royals, for the second year, have won the Girls' Division, but they found it a little tougher job than last year, mainly due to the more balanced teams of the Cubs and the Imps.

In the semi-finals against the Imps, the Cubs were forced to three games before coming out on top.

In the final series against the Royals, the Cubs, after having tied the series at one game each, lost the next two games and reluctantly handed the championship to the Royals.

There were no individual stars in the final series, but good sound baseball prevailed throughout.



COMBINES — Left to Right — Back Row: Ken Nichol, Ralph Walker, Dave Glutek, Ron Gibson, Doug McPherson, Tom Shoun, Don Gibson, Ted Davies. Front Row: Frank Anderton, Don Atkins, Manager Helgi Jonhson, Rolly Campbell, Norm Locke. Missing from picture: Bill Richards, Tom Freestone.

"YANKS" FINALLY BEATEN

Bob Clark's Rockets who defeated the Vikings in two straight games in the semi-final play-offs, came up against a team that was hungry, namely the Combines.

The Combines, consisting of a smattering of veterans and a bunch of good fast young fellows, proved just a little too much for the Rockets. They took the series in three straight games with "Porky" Campbell receiving credit for all three. Other stars of the series were:

For the Rockets—Davie Gray, Frank Philpott, Stan Olson and Roy McDonald.

For the Combines — Ken Nichol at short, "Porky" Campbell, pitching; Ralph Walker in field.

Congratulations to the New Champs of 1954—Royals and Combines.



John Lemmen Captures John David Eaton Golf Trophy to Become 1954 Field Day Champion

Playing Sound Golf on a "Swimming" Course, "E" Class Contestant Beats Rain and Opponents to Wind Up Season

'Twas a day of "tough breaks"—from the pouring rain of the morning, midday and early afternoon; through the heavy going that slowed up balls as soon as they struck the saturated ground—and also because some of those who braved the weather got stuck on the roads. But as President Scott Marshall said, it was a tribute to the Eaton spirit of sportsmanship that on that wet day, as on four others of the five field days, the men turned out to "finish the job."

Speaking for the club, Mr. Marshall voiced the thanks of the golfers for the kind consideration given them by the Company; and to the Elmhurst Club, through President Alec Duncan, the same message was given. Mr. W. L. Palk, superintendent, spoke of the privilege and pleasure it was for us to be still working for a "family" organization, people whom we knew and who knew us; and of the good use to which

the Sir John C. Eaton Memorial Fund for recreational activities is put.

Mr. A. R. Tucker, general manager, said it was a privilege to be there—they had even got in a few holes of play before they were "handicapped" by the photographer—and he, too, appreciated the fact that the Company favoured sports and other recreational activities that helped us to know each other better. He then presented the John David Eaton trophy and miniature, and Mr. Palk presented the other prizes.

The new president, Mr. Tom Humphreys, of the Store Men's Furnishings Department, was introduced by retiring President Scott Marshall, and said he and his committee would endeavour to live up to the good precedents set. An excellent dinner was enjoyed, and a pleasant evening. The steaks, by the way, were most delicious!

KNOCKOUT COMPETITION WINNERS

Class "A"—Championship Flight: Jack Price, Draperies. Consolation Flight: G. Whyte, Men's Clothing.

Class "B"—Championship Flight: R. O. Adams, Customers' Accounts. Consolation Flight: Pat Fox, M.O. Radios.

Class "E"—Championship Flight: C. Nicholl, M.O. Packing. Consolation Flight: J. Lemmen, M.O. Men's Furnishings.

Class "C"—Championship Flight: M. Westmacott, Floor Coverings. Consolation Flight: F. Swonnell, M.O. Exchanges.

Class "D"—Championship Flight: D. Patterson, Furs. Consolation Flight: R. Cave, M.O. Men's Furnishings.

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Description of Pictures on Facing Page

Top—John Lemmen, Mr. A. R. Tucker, Jack Price, Mr. W. L. Palk. Second row—G. Whyte, R. O. Adams, Pat Fox, M. Westmacott. Third row—F. Swonnell, D. Patterson, R. Cave, C. Nicholl. Fourth row—J. Lemmen, retiring president Scott Marshall, new president Tom Humphreys, secretary Les Croft (watching an opponent's putt miss!).

COMING UP!

Mail Order Combines' Bowling League got started Saturday afternoon, September 18, and will be in full swing weekly, with a full complement of bowlers. More news of this active club in future issues.

The "57" (5 to 7) Bowlers, Store league, are also in action, bowling right after Store hours each Tuesday at Wasson's alleys, Smith Street. This league also reports a full roster and we'll be getting news of their progress from now on.

REMINDER

Regarding "Lost and Found" Articles

Articles found by employees or turned in by customers must be taken immediately to the Lost and Found, Main Floor, Hargrave Annex. SMALL VALUABLE ARTICLES such as cash, purses or wallets, spectacles, jewellery or keys, must be taken to the Service Bureau, Second Floor.

Any inquiries for Lost and Found articles are to be referred to the Lost and Found, or Service Bureau.

PUNKINHEAD GOES INTERNATIONAL!

"Contacts" was given a newspaper clipping by Miss Louise Martin, of the Hostess Shop, from Czecho-Slovakia she thinks. A friend had sent some Canadian booklets, etc., over there and among them a Punkinhead book and other items. The clipping shows one of our Punkinhead Children's menu masks on one of a group at a children's masquerade party, and Punkinhead stands out well among Indians and other characters. Must be that our little bear is photogenic!

"SAFETY FIRST"

Hunting season's on! Just a few of the "Ten Commandments of Safety" we published last year are repeated here: Treat every gun as if it is loaded! Keep the muzzle under control always! Never leave a loaded gun unattended! Don't climb over or through obstacles with a loaded gun! Don't take loaded guns into camp or car!



Left to Right—Top Row: Miss Marie Marchand with Mr. R. King, Miss Bessie Forbes, Wilbert E. Aikens. Second Row: Tom Ewart, Miss Jean Owen, James T. Lyons. Third Row: Miss W. Barrett, John Bell, Thomas Driver. Bottom Row: Miss E. Buffie, Samuel Hill, Arthur Newell.

Welcome to the Eaton Quarter-Century Club

JAMES TEDDY GORDON LYONS

Born in Winnipeg, Mr. Lyons joined Eaton's Delivery on August 8, 1929. "Ted" was a corporal in the air force for about five years in the late war. Married, he is the proud father of Jerry, Ronny and Barbara; helps in the Sunday School as treasurer at Harrow United Church, and is on the Cub and Scout Committee. Away on vacation at the time of his anniversary, Mr. Lyons was the recipient of a gift coffee table from his colleagues on September 5.

MISS WINNIFRED DARK

Born in Derby County, England, Miss Dark completed a quarter-century with the City Advertising Art Department, August 19. Her early years were spent in Brandon where she completed her education, and then she studied at the Chicago Art Institute. For many years now Miss Dark's work, especially in women's fashions, has helped to establish Eaton's high advertising-art reputation in this city.

A Grill Room luncheon was held in her honour on her anniversary and later the staff held a party at the home of Mrs. Eldred Ormond. Miss Dark's gift from the Company was a hand-engraved silver tray, and from her colleagues a Jensen silver comport; she also received numerous personal gifts. Membership in the Women's Advertising Club affords her "outside" contacts. Her hobby, Win confesses, is cookery, and her active pursuit is collecting new foods and recipes, especially when she travels.

THOMAS E. EWART

Born in Belfast, Tom Ewart joined Eaton's in the Meat Department for just one year, then transferred to General Audit where he is now department manager. For three years Tom was a sergeant in the Army Service Corps. He is married to the former Grace Strecker, of the same department, and the Ewarts are proud of their two boys, Thomas Godfrey and David Shane.

Breakfast at Moore's was held in his honour by the department staff the morning of his anniversary, August 19, when Mr. T. Elliott, manager, on behalf of the department, presented him with a barbecue stand. A bouquet of 25 red roses was presented to Mrs. Ewart.

That evening Mr. Ewart was "surprised" and a party held on the lawn of his home. Staff members, wives and other Eaton friends of the Ewarts "invaded" the home in their absence and when they returned everything was set. Tom was showered with more gifts to go with his barbecue and he took over as a chef—see the picture!

Mr. J. Hartley, Alberta auditor, brought along a gift from Calgary friends—a "tengallon" hat autographed by the Calgary folk (note, even Calgary's Mayor McKay had signed), so those present promptly added their names . . . to make a cherished souvenir of the great day.

SAMUEL HILL

"Staying with it" and working hard and well accomplished things for the still-youthful Mr. Hill, for in his 25 years with the Boys' Clothing he has risen to be manager of that important link with our many "Young Canada" customers! What's more, Mr. and Mrs. Hill have a family of five to be proud of, Marilyn, Sammy, Robert, Peggy and John.

His long holiday was spent in a visit to "the Old Land"—for Sam was born at Megaberry Moira, County Down, Ireland—and on the trip England and Scotland were also visited.

At a party previous to his anniversary, Mr. Hill was presented with a fine camera. In addition to visits by Winnipeg friends, on August 29, his anniversary date, he received dozens of goodwill messages from colleagues in the western division and buying centres.

ARTHUR J. NEWELL

On August 19 Mr. Newell completed 25 years as an Eatonian. Born at Tunbridge Wells, County Kent, England, he has served all his years with the Grill Room Bakeshop where his skill as baker and pastry cook is much appreciated. Mrs. Newell was also a Grill Room staff member, being Miss Katherine McNaught of "1100" before marrying. Daughters Margaret and Shirley complete their happy family.

Mr. Newell likes gardening, but plans on using the travelling bag and mantel radio presented to him by his co-workers, Mr. J. Laing officiating, when he takes time off later for his big holiday on the east coast.

MISS BESSIE M. FORBES

A' the way frae Aberdeen came this Scots lassie, and since August 19, 1929, she has been with the Caretaking Department where she is now in charge of the women's cleaning staff. The diamond ring from the Company delighted Bessie on her quarter-century anniversary, and the celebrations which saw so many greeting her that day culminated at the St. Vital Curling Club that evening.

There, during a very lovely party where over a hundred friends from her department and numerous others met to do her honour, she was "piped in" by Miss Beverley Giles of the Heather Belles, to the famous "Road to the Isles."

The department's gift was a watch. Miss Forbes also received numerous personal gifts, and at the party a gift of smart luggage from the friends assembled there was presented to her. It was, said Bessie, "a wonderful time."

JOHN BELL

Appleby, Westmoreland, England, was John's birthplace. His Eaton service has been 20 years with the Garage and the past five with Furniture Delivery. On August 26 for his quarter-century, he was presented with a lounge chair from the department. Mrs. Bell was Eatonian Kathleen Padley of the Bindery and 120 Mail, and they have four children, John Ronald, 19; Joan Kathleen, 18, and twins Donna and Dennis, 5.

John is a Forester and curls with the I.O.O.F. league; also is fond of gardening. For his big holiday the whole family is going on a trip through the States to Vancouver to visit John's mother and brother Bill (formerly with our Notions Department).

MISS JEAN OWEN

A full 25 years with the Store Fancy Goods Department (except for just a first three weeks with Notions) is the record of Miss Owen. She was born in Winnipeg so must have learned early that it was good to be an Eatonian—and has certainly proved it by her unbroken service.

To celebrate her quarter-century on August 26, the department, through Mr. W. Boston, presented Jean with a clock-radio and a handbag. Numerous personal gifts were showered upon her, and many messages of congratulations and good wishes received. Travelling by auto is Miss Owen's idea of a real holiday—and may she have a most rewarding one!

MISS WINNIFRED ANNIE BARRETT

Winnipeg-born Miss Barrett was for 23 years a member of the staff of the Shirt Factory (1748). She is now with M.O. Exchange and celebrated her quarter-century on September 3, when the department presented her with a luggage twin-set. Friends gathered all day to add their congratulations and best wishes and bring personal gifts. A general interest in sports affords Miss Barrett leisure-time recreation.

(Continued on Page Ten)



Twenty-Five Years With Eaton's

MISS AMY GRACE COLE

Department manager of Toiletries, Stationery, Fashion Accessories, etc., at Brandon Branch, Miss Cole was born at Cypress River, Manitoba. She celebrated her quarter-century anniversary with Eaton's August 31. That morning Mr. W. McAllister, Store manager, made the presentation, on behalf of the Company, of the watch, club certificate and President's letter. Miss Cole's desk was gaily decorated and numerous personal gifts were brought to it, including a lovely corsage from the department staff.

All day friends came to congratulate her and that evening a dinner was held in her honour at the Flying Club. A corsage, presented by Mr. McAllister, and a bouquet of 25 red roses presented by Mrs. Genevieve Macintosh, department assistant, were followed by the gift of a record player from those present. First United Church, where she is a member of the "Live Wire Group" and the choir, gets a large share of her spare time, and Miss Cole is also interested in all forms of good music.

MISS LAURA OLIVE MacKNIGHT

Born at Carievale, Saskatchewan, Miss MacKnight joined the ranks of Eatonians on September 12, 1929. For 23 years she worked in 1748, Garment Factory, and since then has been with the M.O. Draperies Workroom. Laura was away on vacation at Vancouver when the anniversary day arrived, but on September 15, after her return, the staff gathered in her honour. On their behalf Mr. W. J. Agnew presented her with a radio and many friends came around to add their congratulations and good wishes for happy future years with the Company.

THOMAS HAROLD DRIVER

A Yorkshireman from Bradford, England, Mr. Driver has been with the Truck Painters for 25 years, celebrating his quarter-century on September 3. In the Great War he served with the West Yorkshire Regiment from 1914 to 1918, achieving the highly regarded rank of regimental sergeant-major; and was wounded three times.



Miss L. MacKnight

Married, he likes gardening—likes, too, to get away for fishing and golf outings! In fact, a fishing trip in the Whiteshell was on his holiday agenda when we asked! To make his travels easier, the department presented him with a Gladstone travelling bag—and nobody doubts it will "see places."

WILBERT EARNEL AIKENS

A Manitoban from Lavenham, Wilbert has been 25 years in the Women's Shoe-selling business at Eaton's. In the recent war he saw action as petty officer (minesweeping, among other things) in the Canadian Navy.

A very jolly surprise party was held at Wilbert's home to celebrate his September 10 anniversary, when he was presented with a 400-day clock, Mr. J. Gargett acting for the staff. A "Barber Shop" Society singer, he is one of the "Peg City Four"; still has a home at Lavenham, is interested in gardening and in Deer Lodge United Church and choir work. "I've been well treated," said he, "am 100% for Eaton's, as are all my family." One brother, Don, works with City Despatch.

MISS ELIZABETH BUFFIE

The popular Miss Buffie (Buff) attained membership in the Quarter-Century Club on September 10. She was about 12 years in the Dressmaking Workroom, and since then in the several selling sections of the Women's and Misses' Dresses. A department dinner party

was held in her honour at the home of Mrs. H. Bees, while to mark the occasion she received a department gift of a walnut writing desk, and from her section co-workers, a Swedish crystal vase. Very fond of reading, says Buff, so never at a loss for something to do when relaxing.

MISS MARIE RAYMONDE MARCHAND

From Nantes, France, came Miss Marchand, who on September 11 completed 25 years with Eaton's, 12 in the Dressmaking Workroom, and the remainder with the Lingerie and Corsetry Department.

On her anniversary day, a Saturday, the department gift of luggage was presented to her in the morning. On the following Monday evening, a supper party was held in her honour at the Paddock.

Membership in the Cercle Moliere Drama Club of St. Boniface takes much of her spare time—and we understand from those "in the know," that this justly famous club thinks a lot of Miss Marchand's talent.

Eaton's Men's Bridge Club Plans for Early Action

Now that it's "evenings at home" time of year, the Bridge Club is planning just that—for this pleasant, friendly club meets at the homes of different members in turn, at times decided on as they go along.

As with the square dancers, we could say "Choose your partner and join the fun." More than that—if you're a bridge player who'd like to join—the league will try to partner you up so that you can join. You'll play with fellow-Eatonians, and all fine fellows! Natu-

rally, they like you to take the game seriously, but don't hesitate to get in touch with them, even if you're not a "wiz."

President is R. Robinson, Cash Office, Store; secretary, M. McKenzie, Department 9, M.O. Committee—A. McLellan, Sales Office, Store; A. Elliott, Business Machines, Third Floor, M.O., and E. Coone (retired).

You're invited to get in touch with any of the above—BUT SOON! They want to get started the week of October 18.



Mixed Five-Pin Bowling League

By VERA E. McCaw

* * *

President: Sigve Sigvaldason. Secretary: Ernie Wall.
Treasurer: H. Brown. Publicity: Vera McCaw.

Executive Members: Doris Slack, Tom Scott, Clarence Saunders, Vera McCaw, Jim Thom, Harvey Sheidow.

Division Scorekeepers: 1, Lorne Jackson; 2, Tom Scott; 3, Bob Stacey; 4, Percy Cook; 5, Roy Lowe; 6, Ted Black.

The 1954-55 season opened at the Bowladrome and Saratoga alleys Tuesday, September 7, with 60 teams on hand. If scores are any indication, we are in for a record-breaking season. Here is the information received to date on the first two nights' play.

Division One—Jokers on top with six wins, followed by Set-Ups and Pat's Punchers with five wins each. Jay Dees four wins; Outlaws and Winsomes three wins each; Skippers two wins. Roughriders and No-Blows one win apiece to their credit, and Sparklers none to date. But you know the old saying about "a poor beginning!"

Set-Ups lead the scoring with a team single of 1,265 and a three-game total of 3,241. High scores include: H. Sheidow, 813 (336); Al Farquhar, 731 (290) and 670 (235); Ernie Wall, 648 (281); Bill Milne, 685 (256); Bob McQuarrie, 676 (328); Betty Greenwood, 744 (273); Alma Anderson, 688 (288), and Vera McCaw, 635 (260).

Division Two—Twenty-Niners in first place with six wins and Millwrights second with five. Merrimacs and Drivers tied at third with four wins each. Rustlers, Five-Spots, Fuzzies and Lafalots have two wins each and Scotties just one. High team single: Twenty-Niners, 1,019 with three-game total of 2,811. Ladies' high single: Ann Kalsics, 275. High three: Grace Lynes, 677 (266-226). Men's high single: Al Inglis, 284 (high three of 717). Some top scores are: Tom Scott, 670 (257, 227); Cy Napier, 667 (275); Art Wright, 648 (238); Bill Robertson, 645 (241, 218); Millie Barker, 658 (253), and Florence Paget, 646 (230, 225).

Division Three—Zippers lead with five wins, followed by Tecos, Tryhards, Monarchs with four each. Wiggets have two to their credit while Ripsaws and Peepers are tied with one each. High games: Al Gable, 678 and 654; Forbes Grasslick, 657 and 641; Misses B. Millan, 689; Ruth Evans, 650; G. Campbell, 308.

* * *

That's all for this time. A word to our new bowlers: Remember if you are not sure of anything about your bowling, do not be afraid to ask. We all had to learn the "do's and don'ts" of the game; and want you to benefit by the experience of practised players.

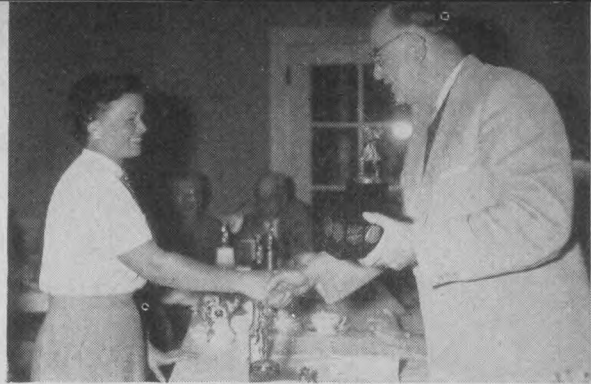
That Smart "New Look"

that you see on our Elevator girls and men, modelled here by Yvette Meilleur and Ted Youd, has been earning lots of favourable comment. For the girls, the uniform is a tailored shirtwaist type in navy wool twill, with concealed buttoning all the way down the front (says fashion expert Betty Sparling). It is exceptionally smart and flattering, with tailored detachable collar and deep cuffs of immaculate white linen. Shoulder epaulets and gilt-effect "Eaton" buttons give a crisp military air. Narrow leather belts and black oxfords complete the costume.

The men (says Maurice Cowley) are turned out in double-breasted long-lapel navy wool serge tunics featuring silver-effect buttons, with matching navy pants, and white shirts with dove-grey four-in-hands. V-e-r-y Nice!



Eleven



Top Row—Left: Yvonne Beech receives championship "Oscar" from Mr. G. Muirhead. Right: "A" Class trophy to Marg Goatcher from Mr. B. Sutherland.

Second Row—Connie Hancox with trophy and miniature for "B" Class. President Peggy McMillan.

The others? Well, seems no doubt they had a good time!



Women's Golf Club Have Wonderful Wind-Up

"Nicest Day Ever," was the verdict on the brilliant sunshine and grand conditions for playing that fell to the lot of the Eaton lady golfers at Elmhurst, Wednesday afternoon, September 15. Winners were:

"A" Class—A. H. Young Trophy: Winner, Marg Goatcher; runner-up, Beth Jamieson; consolation, Chris Bewick. Presentations by Mr. B. Sutherland assisted by Mary Thompson.

"B" Class—A. D. MacDonald Trophy: Winner, Connie Hancox; runner-up, Alice Plamondon; consolation, Ruth Zickerman. Presentations by Mr. A. D. MacDonald assisted by Miss Zella Nott.

"C" Class—C. A. Campbell Trophy: Winner, Yvonne Beech; runner-up, Mina Slater; consolation, Amelia Barker. Presentations by Mr. D. McPherson assisted by Miss Marg Goatcher.

"Oscar" for Championship Play-Off Between Classes: Winner, Yvonne Beech. Trophy presented by Mr. G. Muirhead.

FIELD DAY PRIZES

Low Gross—Chris Bewick, Marg Goatcher.

High Gross—K. Farquhar, Evelyn Johnson.

High Hidden — 1st Nine: Veronica Walsh, Belle Dee. 2nd Nine: "Cece" Ottenbreit, "Bunny" Millan.

Low Hidden—1st Nine: Flo Goldie, Hilda Cousins. 2nd Nine: Ruth Zickerman, Gwen Jones.

Putting—Marg Mackenzie, Mae McDonald. Prizes presented by Mr. B. Sutherland assisted by President Peggy McMillan.

"Take me out to the Field Day,
Take me out with the gang;
Let me start driving and putting, too,
I'll dig divots for me and for you.
Then we'll sing, sing, sing for our supper,
Relax and be happy and gay,
For it's Oh, Such Fun when we're out
At our Big Field Day."

The foregoing were just some of the inspired lines from the gifted pen (type-writer) of Connie Hancox, and they

marked well the happy spirit of this gathering. Of all the days available in this very dispiriting (for golfers and others, too) season, the gals picked "the" day. A grand sing-song, led by Bruce Sutherland, and made notable by solos, preceded the dinner which featured "melt-in-your-mouth" T-bones; and the speeches were short and sweet!

President Miss Peggy McMillan briefly but adequately thanked everybody for turning out to make the finals so successful, and called on Mr. G. Muirhead who remarked what a pleasure it was to represent the Company on such a grand occasion. These activities, said he, so generously backed by the Company and helped by the generous financial aid available from the Sir John Eaton Memorial Fund, were a great help towards close feeling between the Eaton family and executive and the individual Eatonian.

Mr. Bruce Sutherland recollected that last year's similar event was his first opportunity to meet folks as Personnel manager — a splendid introduction to their friendliness and co-operation which a year had served to emphasize.

Again they had shown us that the Ladies' Golf Day was one of the organization's most happy events . . . and we all were looking forward to the next!

*Come On Along — Come On Along,
And Let Me Take You By The Hand . . .*

When? November 10

Where? At the Big

EATON'S FALL DANCE

We Need Hundreds . . .

We Need Thousands . . .

To Make This Great Dance a Great Success. Make Your Date—Get Your Party Booked Up—Get Your Tickets EARLY!

**21-INCH TELEVISION SET
FOR DOOR PRIZE**

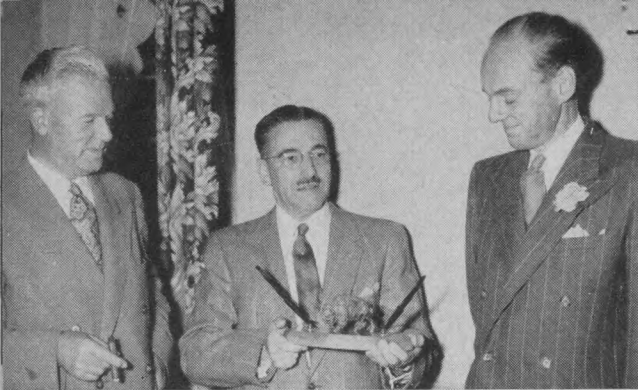
**3 BALLROOMS
DANCE BANDS**

**Modern,
Old-Tyme,
Square
Dancing**

**\$1 PER
PERSON**

Tickets Now on Sale in All Departments

ROYAL ALEXANDRA — WEDNESDAY, NOV. 10



Mr. R. M. Pinfold, Mr. L. V. Salton, Mr. G. M. Eaton

Friends Meet to Honour LYNN V. SALTON

Prior to his departure for Toronto where he will take up residence, Mr. Salton was guest of honour at a Motor Country Club dinner party on September 7. Store executives, Merchandise Office and department staff associates presented him with an onyx-based bronze buffalo desk set.

Making the presentation, Mr. R. M. Pinfold conveyed the sincere thanks of colleagues in Winnipeg and the west for all he had done over the years for the Division and the Company, and wished him well in his wider duties as Co-ordinator of Appliances, which he assumes in the General Merchandise Office along with his present duties. Mr. G. M. Eaton also paid his compliments to the departing executive and wished him great success.

Mr. Salton said he was sorry to leave Winnipeg, his home for so many years, and while in Toronto would value very much this useful gift which would serve to keep old friends in mind.



Mr. J. Aker and Mr. A. Osborne, Mr. L. Wimble, Mr. O. Olafson, Mr. B. Galbreath and Mr. Osborne

Mail Order Honours to Four Long-Service Men

September 9th evening a goodly crowd of Mail Order managers and assistants, together with invited guests from the Store management and departments, met to hold a dinner party in honour of four associates:

Mr. Jack Aker, department manager of Notions—45 years

Mr. Byron Galbreath, assistant in M.O. Packing—40 years

Mr. Olafur Olafson, assistant in Jewellery and Watch Repairs—35 years

Mr. Len Wimble, department manager, Printing—35 years

It was the usual jolly evening—good dinner, good sing-song and social time, good fellows being toasted! To Mr. Aker and Mr. Wimble binoculars were presented; to Mr. Galbreath a figurine, and to Mr. Olafson a step end-table. Mr. A. Osborne made the presentations and speech, to which the guests in turn made the usual all-too-brief and modest replies. Many more happy years, fellows!

Your Committee of The EATON EMPLOYEES' CHARITABLE FUND

at this time of year, would like to give a brief review of what you have enabled that Fund to do, and of the possibilities for doing good that your Fund foresees at this time.

Last year you enabled help to be given to over sixty institutions and agencies, including those in the Community Chest. These institutions and agencies will definitely need more help to carry them through this coming year for which they are planning now. Six more have now become part of the Community Chest, namely:

Arthritis and Rheumatism Society
St. John Ambulance
St. Joseph's Hospital for the Aged
Boy Scouts' Association
Girl Guides' Association
Mental Health Association (Share) —

requiring greater support of the Chest but reducing the number of appeals and bringing nearer the Community Chest aim that all institutions and agencies will become united in one appeal.

Does this mean that we are again saying "Give us more—each of you, and each week?" No, although if anyone is able and willing to increase the present donation, that will be welcomed. We do wish to ask this, however, because of staff changes and newcomers among us:

ARE YOU GIVING TO THE EATON EMPLOYEES' CHARITABLE
FUND? IF NOT, WILL YOU JOIN IT NOW . . . and allow your
Welfare Secretary to put in your subscription card?

The requested amount is moderate; we believe you'll never miss it, but given regularly and added together, it helps to make our Charitable Fund one that all Eatonians are proud of! This Fund does grand work — your Welfare Secretary will give you the complete list of the way its moneys are given out. We know you'll be glad to have a part in it . . . so We Invite YOU to

BECOME A CHARITABLE FUND SUBSCRIBER NOW!



Left to Right—Top Row: Mrs. E. Lutz, John Thom, Robert Robson.
Second Row: Arthur Daw, Mrs. I. Hutchinson, Mrs. G. Robinson.

Retirement Honours to Eight Eatonians

ROBERT W. ROBSON retired from the Investigation Department on September 1. Mr. Robson is to live at the coast where he hopes to recover and retain better health. His service with the Company dated from August of 1940. At a breakfast held in his honour that Wednesday morning, Mr. W. L. Palk, Store superintendent, paid tribute to Mr. Robson's service and wished him good-bye and good luck on behalf of his colleagues. A presentation of a handsome desk date-and-pen set was then made by Mr. S. R. Hall, department manager.

JOHN R. THOM. "Jack" Thom retired on September 1 this year, completing a period of 42 years' service since September of 1912. From his friends in M.O. Packing, Jack received two lovely Stewart tartan auto rugs together with shirts, ties and some records from his associates, with everybody's cordial wishes for a happy, healthy, comfortable "evening of leisure" after his long Eaton service.

MRS. IDA HUTCHINSON, of the Employees' Cafeteria staff, retired on August 18, having joined the Company in 1947. Best wishes for her future were expressed on behalf of the staff by Mr. G. T. Fox when he presented her with a handbag as a souvenir of their regards.

ARTHUR H. DAW, assistant in M.O. Men's Hats and Caps, retired September 4. Arthur had been in Eaton's service over 42 years. As a parting gift from the department, Mr. George Firth presented him with a Gruen wrist watch, and commended him on the very excellent record he had established during his management of the section. Mr. and Mrs. Daw left Wednesday for Vancouver where in future they will reside. We wish them many happy years, and may we add that we hope they will not find too much use for the big umbrella we noticed among the many gifts on Mr. Daw's desk that day.

MRS. E. LUTZ, of the Caretaking Staff, bade good-bye to her colleagues and many staff acquaintances on September 1. Mr. Tom Giles thanked her for her good services and, on behalf of her co-workers, presented a handsome luggage set; she also received a handbag and a number of personal gifts.

CHARLES JAMES FISHER. For Jim's 40th anniversary news see page three. Soon after that, on September 4, Jim reached retirement age and bade farewell to all his friends as he was leaving for the coast, visiting also at Kamloops where his son lives. By the way, Jim wished Contacts to pass along "an invite" for friends to visit at Vancouver, especially those who golf, so he can take them out and give them the usual trimming! May you do it many times, Jim, is our wish!

MRS. G. ROBINSON, of the M.O. Children's Wear, recently retired after ten years' service. On behalf of her fellow-workers, Mr. R. Eaton presented her with a hostess chair, and numerous friends added personal gifts with best wishes for future health and happiness.

THOMAS EVANS, of the City Sporting Goods Department, reached his retirement date on August 28 after being in Eaton service since 1933—over 21 years. At present he is ill in hospital but his colleagues trust he will soon be able to be around so that they can give him a parting salute.

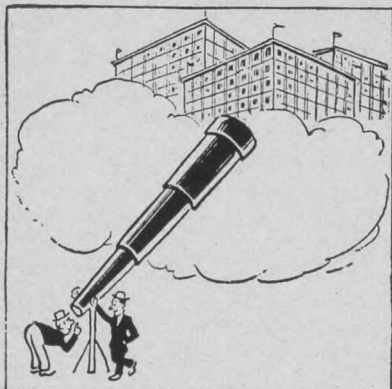
WANTED . . .

For the Big Dance at the Royal Alexandra Hotel, Wednesday, November 10 . . .

Thousands of Eatonians!

See the Dance News on Page Thirteen.

WHAT'S GOING ON-



AROUND HERE?

BASEMENT STORE

Foodateria—By Ruth Morris

Congratulations to Betty Spreen who received a lovely diamond, August 16, from Robert Podolski.

Fruits

Best wishes to Joyce Berryman who became Mrs. Jim Duff on August 28 at St. Andrew's Church. Jim works in the Third Floor Meats. On behalf of the staff, Mr. A. Alexander presented Joyce with a table lamp and steam iron.

* * *

MAIN FLOOR

Notions—By V. Gillespie

Mrs. Sadie Dawson held a miscellaneous shower for Adele Rosevere prior to her leaving us to be married. The lucky bridegroom was Johnny Moan and the wedding took place at Adele's home at Sparling, August 28. The department gave her a set of dishes with best wishes for every happiness.

Mrs. Hinkle and Mrs. Evans held a miscellaneous shower for Doreen Hansen at the home of Audrey Marchant on September 2. It was a most enjoyable evening. Doreen left to become the bride of Boris Romanow on September 25. Good luck, Doreen.

Drugs—By C. O'Kelly

We were sorry to see both Frank Peckett, Drug Counter, and Paul Devisscher, Camera Counter, leave for Yellowknife. Frank is to take a position as assistant chemist. We wish them both the best of luck in their new careers.

We also wish Helen Rauhaus, Toiletries Section, the best of good fortune. Helen is leaving to attend Normal School. She will be missed by us all.

Stationery—By M. C. Lawton

At Store closing on Saturday, September 11, a presentation of a hassock and twin boudoir lamps was made to Pauline Porznak by Mr. S. C. Florence who wished her much happiness from all of us. Pauline was a September bride.

Men's Furnishings

Best wishes to Barbara Eleanor Edwards, of our office, who became Mrs. Wilfred E. Norburn on August 21 at Holy Trinity Church. Previous to her leaving to get married, Barbara was the recipient of a table cloth and napkin set from the department, together with numerous individual gifts.

* * *

SECOND FLOOR

Fancy Goods—By Mabel Deacon

Congratulations to Jean Owen on becoming a member of the Quarter-Century Club.

Our sympathy is extended to Mr. M. L. Tasker in his recent bereavement.

We are sorry to learn Mr. S. Williams has suffered a relapse and has been confined to the General Hospital.

Staff Training Office

August 25 was a great day for Don Hay of our office, when his exciting wait ended and he heard he was the daddy of lovely new Cathryn Isabelle. And his chest went even further out when she weighed in at 8 lb. 12 oz. Congratulations, proud parents.

Fire Protection Staff

'Twas on August 23 that William Geoffrey Sutter arrived to add one to the population of Winnipeg, at the Maternity Pavilion, and Grandpa Sam Sutter made no bones about being proud of this new member of the family, his first grandson, 7 lb. 11 oz. of pep! Well, Sam, now you know whose money box gets all the small change!

* * *

THIRD FLOOR

Hardware—By H. Smith

We regret to report the passing of Sam Baillie's mother on July 31. Our deepest sympathy is extended to Sam and his family.

We are also sorry to learn of the sudden passing of Marge Bergey's husband on August 13. Marge had just been married two and a half months.

Congratulations to Leah La Freniere who became a proud grandmother, her grandchild being born in Belgium.

Meats—By Hilda Mensforth

Congratulations to Terry Acheson, of our Bacon Counter, on the arrival of his first granddaughter, September 12. Bud Wall, by the way, of Radio Service, is Terry's son-in-law and the proud pappy.

* * *

FIFTH FLOOR

Women's Garment Alterations

By Helen J. Ledochowski

Nina Kivi recently left us to reside in Toronto. She was presented with a glamour pin and earrings and several other gifts from well-wishers in the department.

Sorry to hear that Mrs. W. Moller and Marie Brisson are in the hospital. A speedy recovery wish to both of you and hope you are back with us soon.

* * *

SIXTH FLOOR

Sales and Expense Office—By C. Greening

Previous to her wedding to Mr. Bill Kowal (late of the Sales Office), Pat Cancilla was honoured at a surprise shower on August 11 when the hostesses were Betty Clarke and June Desbrissy.

Welcome back to work after your two and a half-month trip overseas, Dorothy Whiteside. Glad you had such a good time.

Welcome back also to Marion Heslewood, after her long period of convalescence. Hope you keep well now.

Best wishes go to Isabel Rodgers who arrived at work with a gorgeous "sparkler" on her engagement finger early in September.

Carpet Department—By Gladys McLean

When Mr. F. McGowan retired from the Carpet Department in August he was presented with a picture by Mr. Jephson. We all hope Mr. McGowan will soon be feeling much better as he has been under the weather for some time.

Congratulations to Mark Westmacott who won top honours in "C" class knockout tournament of the Men's Golf. Also to Doug Howat who was runner-up in "A" class.

EIGHTH FLOOR

City Ad—By Ruth MacKay

We are happy to say that Mrs. Pat Kildare is recovering nicely from an emergency appendectomy.

Mr. Bob Allison has left the department for a new venture and we wish him every success. A parting gift of books was presented to him from the staff.

Sales Audit and C.O.D. Office—By Pat Giles

Elaine Smith became the bride of Alan Nash on August 26 at St. John's Cathedral. Elaine received pots and pans from the department. A shower was held in her honour by Francis Hughes, when she received a blanket. Our best wishes, Elaine.

Congratulations to Shirley Hagborg who is now Mrs. Murray McLeod. Shirley received linens from the department.

Our best wishes to Gladys Gross whose marriage to Sid Chranowski took place on September 4 at St. Alphonsus Church. Her gift from the department was a lamp. A joint-hostess miscellaneous shower was held in her honour by Winnie Morris, Bernice Geggie and Bea Parsons at Bea's home.

Best wishes to Shirley Faullus who was married to Danny Nazariwich at St. Andrew's Church. Shirley received linens from the department. A miscellaneous shower was held in her honour by Marion Ledingham.

Congratulations to Mr. and Mrs. Stan Daniel (Norah Hoban) on the birth of their son, Paul Joseph.

We are pleased to report that Helen Holmes and Lil Eller are making steady progress following their appendix operations. Hope to see you both back soon, girls!

Sorry to report that Norma Wilkes is still on the sick list. Hurry up and get well, Norma!

Budget Plan Department—By E. Tamplin

Goodbye and best wishes go to Mrs. Eveline Cassidy, Mrs. Jenny Morrison and Mrs. Louise Pinchbeck. All these girls have decided to make homekeeping a full-time job. Eveline received a gift from the department and a lovely picture from her section. The Cashiers presented Jenny with a hassock and Louise with bathroom scales and a luncheon set.

We were sorry to say goodbye to Gloria Tait who left us to work in the Mail Order. Her gift was silverware from the department and a scarf and glamour pin from the Cashiers. Good luck in your new job, Gloria.

Provision Phone Order Board—By Anne Atkin

On Wednesday, September 8, Ruth Dow was the recipient of a pop-up toaster from the department. The presentation was made by Mr. H. McIntyre, on the occasion of her marriage which took place September 11. Best wishes to you, Ruth and Jim.

Congratulations to Jean Vermeulen who received her diamond ring on August 17 from Allan Knight.

We welcome back Helen Jones, Marg Lawson and Doris Schick who have been on the sick list.

Our deepest sympathy to Mr. McIntyre on the loss of his brother-in-law, Mr. G. L. Carr of Seven Sisters Falls.

D.A. Office—By B. Hammond and P. Wasaty

On Wednesday, August 11, Helen Hogan was presented with a combination sandwich toaster and waffle iron when she left to be married. Her wedding to Bill McMurray took place August 14 at St. Ignatius Church. Best wishes, Helen and Bill.

A breakfast was held at Moore's, August 19, in honour of Pat Hardy. A gift of blankets and linen was presented. Pat was married on August 28 to Pat Madden at St. Ignatius Church. Congratulations, Mr. and Mrs. Madden.

Marlene McFarlane was the recipient of a lovely diamond last month. The lucky fellow is Mike Pestrak.

Friday, August 20, a dinner was held at Moore's for Margaret Raynor, when she was presented with a gift of electrical appliances. When Margaret left to be married her gift from the office was an iron. Her wedding to Harold West was held Saturday, August 28, at St. Andrew's United. "All the best" is our wish for the future, Margaret and Harold.

* * *

ELEVATOR UPS AND DOWNS

By Bertha Sushnyk and Aldous Brow

On August 7, Darlene Cullens and Ellen House were hostesses at a wieners roast held at the home of Mrs. Cullens. It was a joyful event for members of our staff and their friends. Mabel Imlah, a bride-elect of August 28, was pleasantly surprised when the girls pinned a lovely corsage on her lapel and presented her with a toaster. The lucky man, Keith Playter, also wore a boutonniere. The evening was spent in sing-song, games and food around the bonfire. Thanks from all present, Mr. and Mrs. Cullens, for your wonderful hospitality.

Mr. Ted Grimes presented Mabel Imlah with a blanket from the department the day she left to be married and expressed our best wishes for her future. She will remain on our staff after her marriage.

Mrs. Dorothy Marshall has left us to take up housekeeping duties. We'll miss you, Dorothy, and our very best wishes go with you.

Welcome to a new member of our staff, Evelyn Pogue. Hope your stay with us will be a pleasant one.

Sorry to hear that Fred McDonald was ill with pneumonia. Glad to see you back again, Freddie.

Mrs. Lorna Deerman, a member of our part-time staff, has transferred to the Shoe Repair. Good luck, Lorna, we'll miss you.

We had a former member of our staff, Mrs. J. Alderson from Gilbert Plains, in to visit us in August. Nice to see you again, Agnes.

To all the girls on our Cubs baseball team, Captain Daisy Cook, manager Charlie Bouskill and coaches Andy Laird and Doug Horton, a big "thank-you" to a bunch of grand sports. You didn't win the finals, but we are proud of your team spirit and sportsmanship. The other teams didn't have it easy getting by you, so take a bow, guys and gals, and come back strong next year.

September 13 was a lucky day in our department when "new look" fashions appeared on the elevators. Comments from customers and staff, "Very smart!" Thank you, everyone, for your compliments—we like them, too.

OCTOBER ANNIVERSARIES

25th, 40th, 45th and 50th Will Be
Listed Monthly

25th ANNIVERSARIES

Robert O. Williams, M.O. Copying.....	Oct. 1
R. C. Purdie, Candy Factory.....	Oct. 3
Herman S. Carson, Mdse. Display.....	Oct. 7
Miss L. Gracey, Basement Hosiery.....	Oct. 7
Mrs. C. H. Smith, Shop. Card Pay-In.....	Oct. 7
C. A. Campbell, Hosiery.....	Oct. 12
J. A. Enefer, Candy Factory.....	Oct. 16
Miss E. Craigie, Fancy Goods.....	Oct. 29

40th ANNIVERSARIES

William Milford, M.O. Paints.....	Oct. 14
Miss Violet Benner, M.O. Exchanges...	Oct. 26

In The Mail Bag

SECOND AND THIRD FLOORS M.O. Packing and Money Returns

By F. Spice

Congratulations to Mr. and Mrs. Frank Crosley on the birth of a daughter, Charlene Dawn, on August 19 at the Misericordia Hospital.

Vi Black left Department 113 on August 28 to reside in Summerside, P.E.I., with her sister. She received a trunk from the department and a travelling kit from her associates. May you be very happy down east, Vi!

Marie Martens left Department 113 on September 4, to be married at the church in Grunthal, Man., on September 11 to Ben Krahn. She received sheets and pillowcases from the department and miscellaneous gifts from her friends. Best wishes for future health and happiness, Marie and Ben.

James Barbour returned to work on the first of September after being ill for three months. We are glad to welcome him back with us.

Verna Battellino left September 9 to be married September 11 at Norwood United Church to Virg. Kvern. Before leaving, Verna received a mirror from the shower fund, a bridge set from the department, and Revere ware from the office staff. Best of luck to these newlyweds.

Pat Allaire was the lucky girl to receive a diamond last month. Congratulations, Pat.

Eleanor McLaughlin left September 14 to be married September 18, to Ray McDonough at St. Anne's Church. Eleanor received a set of flatware from the department and a bed-thrown from the shower fund. All good wishes to Eleanor and Ray from her friends in the Mail Order.

We all wish many happy years to Jack Thom who retired September 1.

* * *

FOURTH FLOOR

M.O. Children's Shoes—By D. Clubb

Well, here we are announcing two belated bride-elect presentations. First, we have Ann Kukura who was married August 7 and who is now Mrs. Leniuk. As a gift from the department she was presented with aluminum ware pots and pans, as well as receiving numerous other gifts from friends and associates.

Then we have Dorothy Sterry, now Mrs. Jack Walker, married August 20. From the department, she received blankets and sheets as well as other gifts from friends and associates.

To both couples we wish the very best of health and many years of happiness.

In August we lost one of our members, Irma Kuligowski, who decided she would like a career in selling personally, and is now with our Store department. The staff presented her with a pair of figurines and a personal gift. We all wish you success and happiness in your new venture, Irma.

* * *

SIXTH FLOOR

Dress Goods

Once again the members of Department 33 are indebted to Mr. and Mrs. Keedian for their kind hospitality. Thank you, Roy and Annie! On the evening of September 10, thirty enthusiasts journeyed out to the Keedians' home in Birds Hill for our annual wiener and corn roast. Everyone had a good time and Mr. P. H. Longstaffe and Mr. J. B. Donnett were the fashion plates of the event, as they were both decked out in patchwork denim trousers.

On Saturday, September 11, Stella Kozar left our department to become the bride of Charlie Handkammer. Stella was presented with a gift of linens from the girls.

Mrs. Pearl Rousseau left us September 18 to make housekeeping her full-time job. A parting gift was presented by Mr. J. B. Donnett.

We extend our sincere sympathy to Marjorie Adams on the loss of her sister and to Mr. Sam McMaster on the loss of his mother.

M.O. Men's Clothing—By F. Paget

In honour of Yvonne La Fortune, a bride-elect of September 18, a shower and dinner was held by the girls of the department at Moore's. Later, on behalf of the staff, Mr. Bennett presented Yvonne with a lovely wool bed-throw, with all our good wishes.

M.O. Household Linens

Congratulations to Mr. and Mrs. Harry Turney on the birth of a baby daughter on August 23. The three Turney boys were pleased to welcome their first sister.

* * *

SEVENTH FLOOR

M.O. Children's and Teens' Wear

By Mrs. Kellett

Hazel Kinsman, of the Baby Shop, came in wearing a diamond recently. Don Ferguson is the lucky man. Congratulations!

* * *

EIGHTH FLOOR

M.O. Copying—By M. Shepherd

Marge Sisvick was presented with two wool bed-throws from the department when she left to be married to Norman Chernie at St. Vladimir and Olga Cathedral on September 25. The girls also held a shower at the home of Kay Lewis when Marge received Revere ware.

A satin comforter and hostess set were the department gifts to Denise Allard when she left to marry Albert Ross on September 25 at the Fort Garry Catholic Church. The girls also held a miscellaneous shower in her honour.

M.O. Complaints—By J. Baynes

A number of friends of Marge Rogan surprised her at Moore's with a dinner in her honour, the occasion being her coming marriage, October 2, to Mr. Ted Higham. Ann Guinan presented Marge with Revere ware on behalf of those present, and wished her every happiness in her married life.

Saturday, September 11, Marge arrived at work to find her desk gaily decorated, with a number of lovely gifts from her many friends in the department. The gift of the department was bedding. We all wish Ted and Marge the best of everything.

A very excited young lady was Elinor Smith when she came to work one morning with an engagement diamond and announced she was leaving September 17 to become Mrs. Brian Haines.

The Homestead was the scene of a very happy event when a group of friends gathered in honour of Elinor, bride-elect of Saturday, September 18. The guest of honour was presented with dishes and bedding on behalf of "the gang," who all wished her health and long married happiness.

M.O. Exchanges—By M. Davies

Congratulations to Winnie Barrett on her 25th anniversary.

It is with regret we say farewell to Mrs. Gudrun France who left on September 11 to take up residence in Vancouver, B.C. Kay Hall entertained in her home in Gudrun's honour. A presentation of an umbrella and a hostess tray was made by Mary Makarsky on behalf of those present. To quote Mary, "Gudrun was a good friend to all and a nice person to know, and she will be sincerely missed." Good luck and much happiness, Mr. and Mrs. France, in your new home at the coast.

NINTH FLOOR

M.O. Men's and Boys' Furnishings—By D. Dee

Valour Road Legion Hall was the rendezvous for a banquet and dance held Saturday, August 28, in honour of four members of our staff who have recently been retired—Mr. A. Daw, Mr. W. Seal, Mr. J. Patterson and Mr. F. McCorquodale. Following a very enjoyable steak dinner, Mr. George Firth, department manager, made presentations to the honoured guests, remarking on the long service records of these gentlemen, Mr. Daw and Mr. Seal 42 years, Mr. Patterson 39 years and Mr. McCorquodale 36 years. He congratulated them on a "job well done." Each of the honoured guests spoke briefly of his service with the Company, and many happenings during the past years were brought to mind. The remainder of the evening was spent in dancing.

A very enjoyable time was had by all who attended the party given by Mr. and Mrs. J. Patterson at their home, Friday evening, September 10. Dancing was the feature of the evening—and what appetites we had for those delicious "eats." To Mr. and Mrs. Patterson we say "thank you for a grand evening."

Saturday, September 11—"off again"—this time to the home of Mr. and Mrs. Wittenben, East St. Paul, where a corn roast was held. Gathered around the huge bonfire a sing-song brought the evening to a close. To our gracious hosts we say "thank you" for a happy evening of fun. Also many thanks to Frank Thompson, our department organizer.

Congratulations to two of our boys—Johnny Lemmen who won the John David Eaton golf

trophy, and Bob Cave, "D" Class consolation winner.

M.O. Hosiery—By May Scott

Had a visit from Bill Stewart the other day and he is looking fine and hopes to be back at work shortly. That's good news, Bill!

Our deepest sympathy to Margaret Hodgins in the loss of her father.

* * *

ALEXANDER AVENUE WAREHOUSE

Box and Bag Factory—By Ivy James

Nellie Lemecha, bride-elect of September 4, was honoured on Friday evening, August 20, at a shower. She was the happy recipient of stainless steel Tecoware from the girls of the department.

Nellie was a very happy girl, Friday, August 28, when she received a beautiful coffee table. The presentation was made by Mr. H. V. Clarke on behalf of Departments 1747 and 1757. The wedding took place at Holy Eucharist Church, Mr. Arthur Gervais being the lucky man. Our very best wishes for a long and happy life together.

On Friday morning, September 10, a very heavy fog lay over Winnipeg. But that made no difference to Anne Essenchuk's finding her way to work—she had a great big "sparkler" on that all-important finger! Congratulations, Anne.

We extend our deepest sympathy to Marion Osadick in the loss of her father.

LAWN BOWLERS REACH THE SEMI-FINALS

"Boy, what a season—hard to get in the games," says Lorne Jackson, "with the weather and green conditions this year!" However, given a break (seemed like getting it as this was written), the following teams will battle out the semi-finals, winners to meet in the finals:

Joe Paulson vs. Percy Cook
Jack Scott vs. Lorne Jackson

ANGLERS had several events to finish up their season, we understand, but in the temporary absence of Mr. Arni Cooper we were unable to gather the "info." Hope to report for them next issue.

THE EATON THEATRE GUILD

We stopped Secretary Dave Swan to ask how things were coming with them. Holding a get-together Wednesday, September 22, said Dave, to greet new prospective members and meet old ones again, and talk over plans. What plans? Well, they sounded interesting to us! The Guild proposes to meet each Wednesday evening (at Eaton's Curling Club building on Mayfair Avenue, at 8 p.m., as long as this is available).

The Manitoba Drama League has very graciously agreed to provide lecturers and demonstrations for acting, speech, stagecraft, make-up, and other aspects of the theatre. The Eaton club hopes to put on one-act plays in January or February, and have booked the Playhouse for April 10 and 11 for their major effort. We'll all be happy to see them we're sure, after last year's good performances.

IT'S YOUR SUGGESTION SYSTEM!

Use it. . . . Send in your suggestions, put your ideas on paper, know that they will be considered on their merits by the Committee and treated confidentially.

Yours may well be the one to "pay off"—as it did for Constructive Thinking for Mr. F. Farnfield, 229 Department, and Mrs. E. Bracegirdle, Annex Paints—\$5.00 each.

Suggestions Welcome!

DOWN THE ICE . . .

with Walter McDonald

HOCKEY PLAYERS—AND
WOULD-BE'S—ATTENTION!

The Eaton Hockey League is now organizing. How about coming along and trying out for the teams this season? Helgi Johnson, Department 44 in the Mail Order, will be glad to hear from you. Let's get all set for starting the season early. Be giving you more news in the next issue!

MORDEN AND WINKLER WOLF CUBS—COMPANY GUESTS

Forty-five Wolf Cubs from Morden and Winkler were early risers the morning of September 7, with a full day of excitement and interest ahead of them. They made an all-too-brief good-will visit to Winnipeg commencing with a tour of the Legislative Building, the Auditorium Art Gallery and Museum.

At noon the Company entertained them to a chicken pie dinner with all the trimmings (including extra helpings on request), and judging from their appetites it was a thoroughly enjoyable meal.

To quote from their letter of thanks, "We all had a dinner long to be remembered."



CONTACTS

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Editor: W. E. (Bill) GRAY

RECENT APPOINTMENTS

Winnipeg

Department W1056—Installation and Servicing Oil and Gas Heating Units, Air Conditioned and Gravity Furnaces:
MR. F. A. DYER, assistant.

Saskatoon

Budget Plan: MR. J. C. BOYCE, assistant.

Fort Frances Order Office

The Mail Order Office in Fort Frances, Ontario, will be extended to include a Heavy Goods Depot, to be known as FFR260, on Thursday, October 7, 1954:

MR. T. WHITE, in charge (effective immediately).

British Columbia Mail Order

MR. T. E. NASH, assistant. (In charge of Order Office Supervision in British Columbia.)

Melfort Order Office

Please note the following change of location for Melfort, Saskatchewan, Order Office, effective immediately:

109 Burrows Avenue West.
MISS D. SCOTT continues in charge.

Nipawin Order Office

MRS. DOROTHY NADIGER, in charge.
(Formerly Mrs. Dorothy Stubbs.)



Eaton Men's Curling Club

takes this opportunity of extending a cordial welcome to
all ex-members to join the club again.

THE CLUB IS LOOKING FOR A GOOD NUMBER OF
NEW MEMBERS . . . join up now, men; have good exercise, good fun and a good winter's round of games with a bunch of good sports!

All games will be played at the EATON CURLING RINK which is situated at MAYFAIR AVENUE, near Main Street (the street is south of the Assiniboine River, just north of River Avenue). All clubroom facilities available for your comfort—lockers included in fee—snack bar operated at moderate prices.

Playing Groups available include:

Two Games a Week Group, curling at 8:15. Season's fee only \$15.00

One Game a Week (Several Groups), 5:30 each evening, only \$7.00

Wednesday Afternoon Group (exact hours later)

Saturday Afternoon Group (exact hours later). Fee, each, only \$7.00

PLAYERS! GET YOUR RINKS ENTERED EARLY. Those wishing to join individually—get your applications in, the Committee will form rinks. Entry Forms available at all Time Offices and at the Recreational Activities Section, Employment Office, Second Floor, Store.

AUTUMN . . . from "The Year Through"

God be with you in the Autumn,
When the birds and flowers have fled;
And along the woodland pathways
Leaves are falling, gold and red.

When the summer lies behind you,
In the evening of the year,
God be with you in the Autumn,
Filling all your world with cheer.



Bertrand L. Lunt

In Memoriam

"... When that which drew from out the boundless deep,
turns again Home!"—Tennyson

* * * *

BERTRAND L. LUNT

Born in Lancashire, Mr. Lunt lived for 33 years in Canada, and worked for Eaton's the past 28. His death took place at the age of 52 in the General Hospital on August 27. He was a member of the Quarter-Century Club and a member and projectionist of the Anglers' Club and past president of the Winnipeg Film Council. To his widow, his two young children, Pat and Craig, his mother in England, and other surviving relatives, we offer sincere sympathy in their loss.

WILLIAM CONNOLLY

For over 15 years with Eaton's, Mr. Connolly, who was on our Painting staff, died Friday, August 10, at his home, aged 61 years. A veteran of the Great War and a popular member of No. 1 Branch, Canadian Legion, Mr. Connolly is survived by his widow, Helene; three daughters, two of whom work in Eaton's, and by two brothers and five sisters. Sincere condolences to his family and relatives from their wide circle of Eaton friends.



William Connolly

MRS. CLARA BYRNE

A retired member of the garment factory, Mrs. Byrne passed away on August 24 at Grace Hospital. She had attained the age of 76 years.

JOHN WILSON COUPER

Assistant manager many years ago in Winnipeg Store Furniture Department, Mr. Couper moved west in the 'twenties and had an active career of management and representative work in his chosen field. Returning to Winnipeg in 1936 he rejoined the Company and worked for the Furniture Department until his retirement in 1952. He died on August 25 at the age of 75. A Mason, and always a man of sincere and gentlemanly ways, he was well known and respected. One son and grandson survive, and to these and other surviving relatives, we offer sincere sympathy.

* * * *

Sincere sympathy to these members of the staff who have recently been bereaved:

In the Loss of His Wife

Mr. S. McMaster.....Grill Room Bakeshop

In the Loss of Her Husband

Mrs. P. Chubby.....5th Floor Restaurant Bar

In the Loss of a Mother

Mr. S. McMaster.....M.O. Dress Fabrics
Mr. Lloyd Brown.....Furniture Floor
Mrs. M. Haycock.....Household Linens
Mr. G. Wills.....Customers' Decorating
Mr. R. D. Parker.....Sales and Expense
Mrs. E. Wilcox.....M.O. Copying
Miss G. Gardiner.....M.O. Seeds
Mr. Charlie Turner.....M.O. Packing
Miss G. Hayward.....General Office
Mrs. E. Branton.....Sportswear

In the Loss of a Sister

Miss A. Napier.....Fancy Goods Workroom
Mrs. Ruth Hogan.....Hardwares
Miss Marjorie Adams.....M.O. Dress Fabrics
Mr. V. Garbutt.....Sporting Goods

In the Loss of a Father

Mr. R. P. Sheard (Stepfather).....Painters
Mrs. M. Osadick.....Bag Factory
Miss E. Mehesz.....Service Groceries
Mrs. L. McQuade

5th Floor Restaurant Bar
Mrs. Margaret Hodgins.....Hosiery
Mrs. G. Prynn.....Mailing List
Mr. M. L. Tasker

Notions and Fancy Goods
Miss Mary Bobnick.....Candy Factory
Miss M. Connolly.....D.A. Office
Miss N. Connolly.....M.O. Sportswear
Miss H. Kinsman.....Children's Wear
Mr. E. Higham.....Garage
Mr. David Goertzen.....M.O. Packing

In the Loss of a Brother

Miss M. Steele.....Printing
Mr. Bernard Rempel.....M.O. Packing

In the Loss of an Infant

Mr. E. Unraw.....Candy Factory

FIRE PREVENTION WEEK—OCT. 3 to 9

A National Week to Make Us All More Aware of

How to PREVENT Fires!

At Work in Eaton's . . . We can all best help to prevent fires by co-operating with the Company's Prevention System . . .

DON'T Carry Loose Matches
Smoke in Prohibited Places
Use Matches Instead of
Safety Lighters

DO Be Sure Your "Stubs" Are Safely
Disposed of
Be Sure to Knock Out Your Pipe Before
Entering the Buildings

Eaton's Fire Inspection staff are always on the job—but they need our co-operation to see that

	SPRINKLERS Are Not Obstructed	
	FIRE DOORS Are Not Blocked	
	FIRE-FIGHTING EQUIPMENT Is Kept Easy-to-Get-at	
In addition, everybody can help by

REPORTING any defective machinery, electrical equipment or wiring

KEEPING EASILY-IGNITED MATERIALS properly contained and covered

BEING ESPECIALLY CAREFUL WITH OILY OR WAXY RAGS — never just "leave them around"

|| **And Please Do Not** connect up any electrical equipment except as installed and authorized by staff electricians; **Do Not** shield yourself or others against hot radiators with makeshift materials — apply for safe authorized protection. ||

DON'T LET RUBBISH ACCUMULATE!

Pointers on Fire Extinguishers

DO NOT use soda acid or pump-type extinguishers on gasoline, flaming liquid, grease or oil fires, or on electrical fires.

REGULAR TYPE—SODA ACID. Turn upside down; the soda-acid produces pressure; direct stream at fire. This is the large cylinder with ring top. For ordinary fires.

PUMP TANK. Mostly a warehouse item. Filled with water or anti-freeze. Simply pump for pressure. For ordinary fires.

CARBON DIOXIDE (C-O-TWO). Red body; with wide funnel. For use on flaming liquids or electrical fires (is non-conductive to electricity). Lift off hanger, pull pin in head, squeeze latch. It blasts out "dry" CO² that smothers the blaze.

CARBON-TET. (Tetra-chloride.) Vapourizing liquid, also non-conductive to electricity. Turn handle and pump.

FOAMITE. For oil, grease and gasoline fires. Turn upside down; direct stream with the hose.

RED STAR ON PILLAR OR WALL MARKS LOCATION OF EXTINGUISHERS

LET'S GROW UP — NOT BURN UP!

EATON'S

FROM COAST TO COAST
CANADA

Monday
OCT. 4th
Tuesday
OCT. 5th

2 PREVIEW DAYS

Friday, Oct. 1
Saturday, Oct. 2

Trans-Canada

SALE

WHEN SERVICE COUNTS . . .

From the huge Flier for the two-day event, Monday and Tuesday, and the Pre-Selling days, Friday and Saturday, and from the hundreds of Hour Specials, will come peak demands on our service.

By phone—at point-of-sale at the counters and on the floors—in delivery—and in any transactions with our customers . . .

BE PROMPT • BE COURTEOUS • KNOW YOUR GOODS
AND VALUES • GIVE SERVICE WITH A SMILE

We could say a "bookfull," but it would sum up to the above . . . so thanks in advance for your usual fine co-operation.

EATON'S BUDGET PLAN TERMS
FOR THE TRANS-CANADA SALE

NO DOWN PAYMENT

See the Trans-Canada Flier for the Full Details of the Terms . . .
Please Be Familiar with Them for This Special Occasion.